# B.B.A., BUSINESS ADMINISTRATION

Concentrations: Finance, General Business, Marketing, Sport Management, Leadership

Minimum Requirements for Degree: 120 credits

Students must earn a C grade or better in each course.

## General University Requirements

Complete the general university requirements. ([http://catalog.uaf.edu/bachelors](http://catalog.uaf.edu/bachelors))

## General Education Requirements

Complete the general education requirements. ([http://catalog.uaf.edu/bachelors/general-education-requirements](http://catalog.uaf.edu/bachelors/general-education-requirements))

As part of the general education requirements, complete:

- **MATH F230X**  
  Calculus Essentials with Applications

## B.B.A. Degree Requirements

Complete the B.B.A. degree requirements. ([http://catalog.uaf.edu/bachelors/summary-of-bachelors-degree-reqs/#bachelorofbusinessadministrationtext](http://catalog.uaf.edu/bachelors/summary-of-bachelors-degree-reqs/#bachelorofbusinessadministrationtext))

As part of the B.B.A degree requirements, complete:

- **BA F323X**  
  Business Ethics

## Program Requirements

- **AIS F310**  
  Management of Information Systems  
  or **AIS F316**  
  Accounting Information Systems

- **BA F307**  
  Introductory Human Resources Management

- **BA F308**  
  Professional Development: How to Prepare for a Job and Other Survival Skills

- **ECON F321**  
  Intermediate Microeconomics  
  or **ECON F351**  
  Public Finance

Complete one from the following:

- **BA F309**  
  Professional Development: Finding a Career

- **BA F310**  
  Professional Development: Being Successful in Your Career

Complete one from the following:

- **BA F460**  
  International Business

- **BA F461**  
  International Finance

- **ECON F463**  
  International Economics

Additional 9 credits from ACCT, BA or ECON or a second concentration.

## Concentrations

Select one or more from the following concentrations:

- Finance
- General Business
- Marketing
- Sport Management
- Leadership

**Electives**

Electives may be taken as needed to meet 120 credits.

**Total Credits:** 32

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1 As part of the B.B.A. degree requirements, BA F462 fulfills the baccalaureate capstone requirement.

## Concentrations

### FINANCE

Select three from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA F423</td>
<td>Investment Analysis</td>
</tr>
<tr>
<td>BA F424</td>
<td>Real Estate and Alternative Investments</td>
</tr>
<tr>
<td>BA F454</td>
<td>Student Investment Fund</td>
</tr>
<tr>
<td>BA F455</td>
<td>Portfolio Management</td>
</tr>
<tr>
<td>BA F461</td>
<td>International Finance</td>
</tr>
</tbody>
</table>

**Total Credits:** 9

### GENERAL BUSINESS

Select three School of Management courses approved by the undergraduate director

- At least two must be BA courses
- At least six hours must be upper-division

**Total Credits:** 9

### MARKETING

Select three from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA F241</td>
<td>Advertising, Sales and Promotion</td>
</tr>
<tr>
<td>BA F436</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>BA F443</td>
<td>Social Media Marketing</td>
</tr>
<tr>
<td>BA F445</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>BA/SPRT F482</td>
<td>Sport Marketing</td>
</tr>
<tr>
<td>BA F490</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>BA F491</td>
<td>Current Topics in Marketing</td>
</tr>
</tbody>
</table>

**Total Credits:** 9

### SPORT MANAGEMENT

Select three from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA/SPRT F280</td>
<td>Sport Leadership</td>
</tr>
<tr>
<td>BA/SPRT F281X</td>
<td>Introduction to Sport Management</td>
</tr>
<tr>
<td>BA/SPRT F481</td>
<td>Entertainment and Sport Event Management</td>
</tr>
<tr>
<td>BA/SPRT F482</td>
<td>Sport Marketing</td>
</tr>
<tr>
<td>BA/SPRT F483</td>
<td>Sport Sales</td>
</tr>
</tbody>
</table>

**Total Credits:** 9

### LEADERSHIP

Select three from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA/SPRT F280</td>
<td>Sport Leadership</td>
</tr>
<tr>
<td>BA/LEAD F470</td>
<td>Leadership Theory and Development</td>
</tr>
<tr>
<td>BA/LEAD F472</td>
<td>Leading Change</td>
</tr>
<tr>
<td>HSEM/LEAD F456</td>
<td>Leadership in Dangerous Contexts</td>
</tr>
</tbody>
</table>

**Total Credits:** 9
Students majoring in business administration may not minor in the following: finance, general business, marketing, sport management, management and organizations, or the business administration track of the leadership minor.

**Note:** The B.B.A. degree requires 50 percent of the accounting, business administration and economics credits to be earned in residence at UAF. Twenty-four out of the last 30 credits earned must be taken at UAF.

**Note:** Only one B.B.A. degree may be earned with a concentration in finance, general business, marketing, sport management or leadership.